PTO/SB/22 (08-03) Docket Number (Optional) TITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a) 017887-005800US In re Application of Robert Allen Main Application Number 09/778,666 Filed February 6, 2001 SYSTEM AND METHOD FOR MANAGING ADVERTISING INVENTORY TO MAXIMIZE ADVERTISING REVENUE Art Unit 3622 Examiner Donald L. Champagne This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above identified application. The requested extension and appropriate non-small-entity fee are as follows (check time period desired): ✓ One month (37 CFR 1.17(a)(1)) ☐ Two months (37 CFR 1.17(a)(2)) ☐ Three months (37 CFR 1.17(a)(3)) ☐ Four months (37 CFR 1.17(a)(4)) Five months (37 CFR 1.17(a)(5)) Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee amount shown above is reduced by one-half, and the resulting fee is: \$. A check in the amount of the fee is enclosed. Payment by credit card. Form PTO-2038 is attached. The Director has already been authorized to charge fees in this application to a Deposit Account. \boxtimes The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number 20-1430. I have enclosed a duplicate copy of this sheet. I am the 🔲 applicant/inventor. RECEIVED assignee of record of the entire interest. See 37 CFR 3.71 Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96). AUG 3 1 2004 attorney or agent of record.. Registration Number 44,187 GROUP 3600 \boxtimes attorney or agent under 37 CFR 1.34(a). Registration number if acting under 37 CFR 1.34(a). 44,187.

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

August 24, 2004

Date

Signature

98/27/2004 JURLINAN 00000050 09778666

Chad E. King, Reg. No. 44,187

Typed or printed name

02 FC:1251 110.00 DA

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

*Total of

forms are submitted.

60292887 v1

0\(\frac{1}{27}\)\(\frac{2004_Jimlinan_0000050-201430---09778666}

\$1****VO:4202

46.000.0A